

what do we mean by brand and identity?

Before a company identity can be fully realised it is important to understand the brand values which belong to that company.

These values are unique to the organisation and need to be expressed clearly through the visual identity.

What do we mean by brand?

A brand is:

- a **promise** from your organisation to your customer
- a set of **values** your organisation lives by - which your customers buy into
- the organisation's **personality**, a cultural experience your customers witness

the promise:

- *the ultimate driving machine*
- *design excellence*
- *supreme technology*
- *high performance*

(please not we are not affiliated to BMW!)

What do we mean by identity?

An identity is:

- the **signature** of your organisation - such as your trademark
- the **tone & voice** which portrays your organisation's values
- the visible **expression** of your brand personality

the signature:



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